

FACT FINDER

The joy of finding



Awarded by
**TECH-
TIMES**



★★★★★
4,6



From start-up to Europe's leading search technology

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjøp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Every day millions of B2C and B2B shoppers find what they are looking for with FactFinder – fast, personalized and with joy.



20+ years of experience

of increasing revenue in eCommerce stores



2,000+ online shops

across B2C and B2B trust our solution



Award-winning

innovation in our technology and team

Join more than 2,000+ leading retailers who trust FactFinder



+19%
increase in monthly
active buyers



+10%
higher conversion



+50%
higher conversion



+22%
increase in sales



+20%
revenue & ROI
in 4 months



+26%
higher conversion



+125%
increase in
mobile sales



+20%
higher conversion



+59%
increase in revenue

Product discovery fueled by AI

Search core unlike any other

Our Worldmatch® search core is based on proprietary algorithms developed in-house and refined by our own R&D department for more than 20 years. Next Generation delivers faster response times, no matter the amount of data, in all languages.

Intuitive UI designed for business users

The backend brings together powerful functionality and elegant visuals, helping you achieve your business goals faster while giving you an effortless user experience. Our UI is truly intuitive because it was built with you in mind, based on direct customer feedback.

Next Generation has been carefully developed to empower conversion in your online shop. 100x faster performance, higher search precision, unlimited scalability and an outstanding user experience enable you to continually outdo your sales targets. FactFinder is an innovative, proven and trusted technology, awarded as the best site search technology worldwide for three consecutive years.



Smarter

A/B tests prove FactFinder has the best algorithms



Faster

The right product in a +100M range in milliseconds



Profitable

Customers benefit with 20-33% higher turnover

Take your business to the next level

Whether your company operates nationally or internationally, whether you run one store or several, Next Generation is built for maximum flexibility. Whatever your future plans, our solution adapts to your business objectives. The scalability of the technology not only saves you time and money, but also opens up completely new possibilities:



Manage organizational models with ease

Centralized, decentralized, however your company structure is set up, FactFinder accommodates it. Using the multi-channel configuration, settings and defaults can be applied effortlessly to all stores. Rights management allows you to define exactly which user may make which changes. The framework is designed in such a way that several users can work simultaneously on one and the same configuration.



Expand your product range to infinity

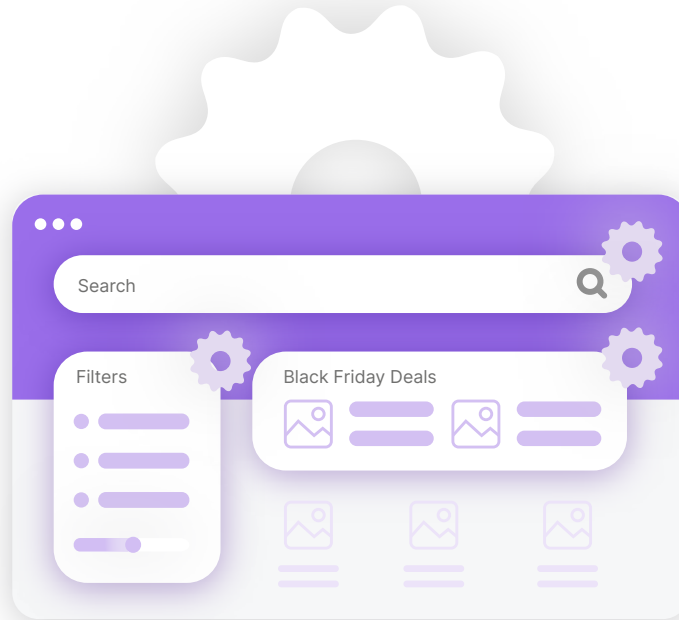
Are you dropshipping? Are you opening an online marketplace? Or would you simply like to expand your range? With Next Generation, you have the perfect search and merchandising solution for many millions of products. Every update in the assortment can be implemented in real time via smart updates that are smaller to download and faster to install.



Sell in any language

Our search core can compare characters from different languages simultaneously in an error-tolerant way. For example, Latin characters with Arabic or Japanese (e.g., Kanji, Hiragana, Katakana) characters. This allows you to enter new markets faster. When you add a store in a new language, all your key functions are ready to use right away.

Take control of every function of your online shop

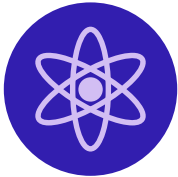


Our researchers and UX experts have developed FactFinder in such a way that eCommerce and marketing teams can implement all shop optimizations without any help from IT.

Site search, filters, campaigns, ranking rules and much more – FactFinder offers you a suite of tools to maximize your conversion. Product Discovery is the foundation of our solution, delivering extensive eCommerce features in one central module. The additional modules work to further enhance the customer experience and can be easily added, so as your business needs change,

FactFinder changes with them. Innovative algorithms and AI ensure the modules work together seamlessly and continuously improve one another. This all-in-one approach eliminates the hassle of having multiple solution providers, fortifies your sales methods and saves you time and money.

Next Generation



Product Discovery

Incredible sales power in one intelligent solution. Search, navigation, merchandising and analytics work together to make sure customers are never more than a click away from what they are looking for.

Optional modules



Personalization

Exceed all expectations with highly dynamic, real-time content that's tailored to each customer. Harness the power of AI-powered 1:1 personalization to delight online shoppers and drive sales.



Recommendations

Maximize upselling and cross-selling with personalized and automatic 1:1 product recommendations. Using small data, the AI generates recommendations that adjust in real time to each individual customer.



Geo

Bridge the gap between online and physical, connect shoppers to nearby products and unlock your local power. The Geo module transforms your multichannel business into a seamless omnichannel experience.



Predictive Basket

Anticipate customer needs and increase your AOV - automatically. This AI-powered solution accurately predicts which products are most likely to be purchased again in any given session after a customer's second visit.

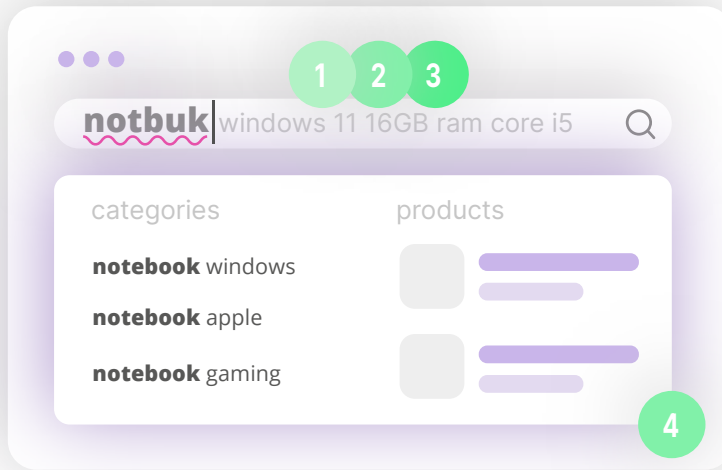


Customer-Specific Pricing

Display dynamic, personalized pricing and discounts to deliver the right price at the right time for every customer. Make inventory and price changes in real time.



Accurate results every time



1. Error tolerance in all languages
2. Long-tail keywords
3. Smart suggest function
4. Lightning fast results even with 100+ million data fields

The ultimate eCommerce experience begins at the search bar, which is why we have developed a search core unlike any other. Our search is self-learning, error-tolerant, language-independent, location-based, semantic, contextual and can process any type of query such as SKUs and complex, long-tail searches. We are able to deliver this level of intelligent search via our proprietary technology such as Worldmatch[®], which analyzes character sets to deliver results in any language, and Semantic Enhancer[®], which understands

queries by intent to deliver desired products.

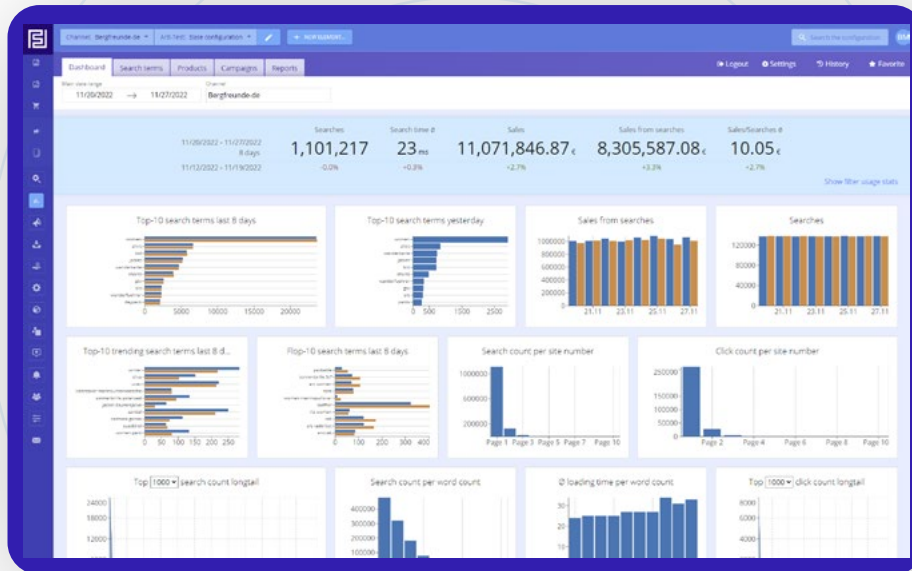
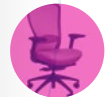
We make the search bar extra user-friendly with a responsive suggest feature that leads customers to their desired destination with fewer clicks. As customers type, our tool predicts matching terms and displays a menu of helpful product images, prices, ratings and even how-to guides and video tutorials. Intelligent search matters not only because it improves the experience for online visitors but because it converts those passive visitors into active buyers.



Optimization based on data

Product Discovery is built for conversion through and through. Our integrated analytics give you a granular look at search queries, user behavior, product performance and the complete customer journey. Evaluation tools and numerous KPIs enable you to quickly identify low-hanging fruit or weak points and immediately optimize for maximum conversion.

A/B testing helps you to further optimize by allowing you to test complex settings across search, campaigns, rankings, even entire modules. No guesswork, no risk, no uncertainty. Just simple, transparent and actionable insights into which backend settings are most profitable for your online shop.





Simplify browsing and speed up selection

Many shoppers navigate to find what they're looking for or browse for inspiration. For businesses with vast product inventory, it can be a real challenge to sort and precisely organize products where customers would look for them. FactFinder does this work for you by automatically creating category pages based on your product data feed – no need for any adjustments. Not only does this save you time but you can be certain that your navigation menu is always up to date.

Visitors also use filters to narrow down product choices. Although they are quite common in online shops, they are only truly helpful if they are relevant and well structured. Our AI automatically generates filters that correspond directly to the product and continues to adapt them as the customer refines their search. This way, customers only see filters that they really need, helping them quickly find what they're looking for and eliminating any zero results pages. Filters can be automatic based on customer clicks while still giving you full control over the display, order and logic. For example, using color tiles, interactive sliders or using logos for brand names.

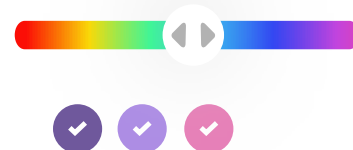
Customer Ratings



Price Range



Color

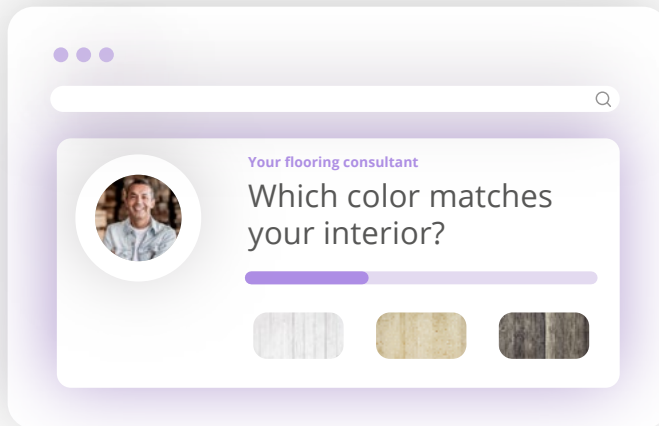




Onsite marketing made easy, fast, flexible

Visual merchandising is one of the most powerful sales levers in physical stores. FactFinder enables you to bring this type of emotional design to life in your online shop within minutes – all without any programming knowledge. Marketing teams can easily create compelling landing pages for brands, seasonal events, promotional offers and information pages. These can be combined with Google Ads meaning when a customer reaches your online shop via a Google Ad, FactFinder will dynamically display products, filters and content that matches their keyword. This not only increases the ROI of your SEA campaigns but also makes a powerful first impression on visitors.

A unique type of campaign FactFinder offers online shops is called guided selling. It works by guiding customers through difficult product decisions through a Q&A format. Questions are completely customizable and can be used to ask customers for their personal preferences regarding size, color, functionality or anything else you can imagine. Each question answered narrows down the results, resulting in a precise pool of recommended products. Instantly, generic, typically non-converting search queries transform into reduced bounce, higher conversion and increased trust.



Guided selling offers visitors expert advice equivalent to an in-store sales associates - interactive, helpful, intuitive - but fully digital.



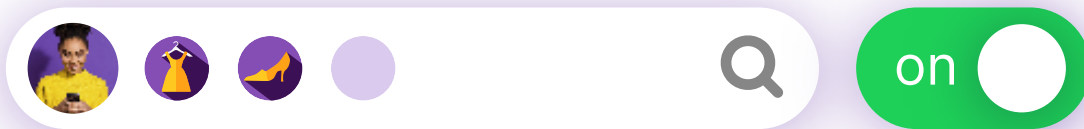
Personalization

Wow customers with tailored results

Highly personalized customer experiences enable businesses to differentiate themselves, gain a sustainable competitive advantage and drive up both customer loyalty and the bottom line. FactFinder helps you capitalize on this sales potential with our Personalization module. By using tracking data along with session and user IDs, the module determines the unique preferences of each customer – such as preferred brands, colors, prices or categories – and positions the most relevant products at the top of the results page. Presenting customers with 1:1 personalized results provides them with a more intuitive, memorable shopping experience and leads to higher conversion.

One of our customers tested the Personalization module as part of a 30-day A/B test. Already in this short test phase, the retailer recorded a conversion increase of 15% and a sales increase of 25%.

An added advantage for you is that no additional integration is required to add this module to your online shop. As long as tracking features have been implemented, you can use Personalization immediately. This ease of implementation normally allows users to achieve a very fast ROI.



Tailor-made search results

Switch customization on instantly

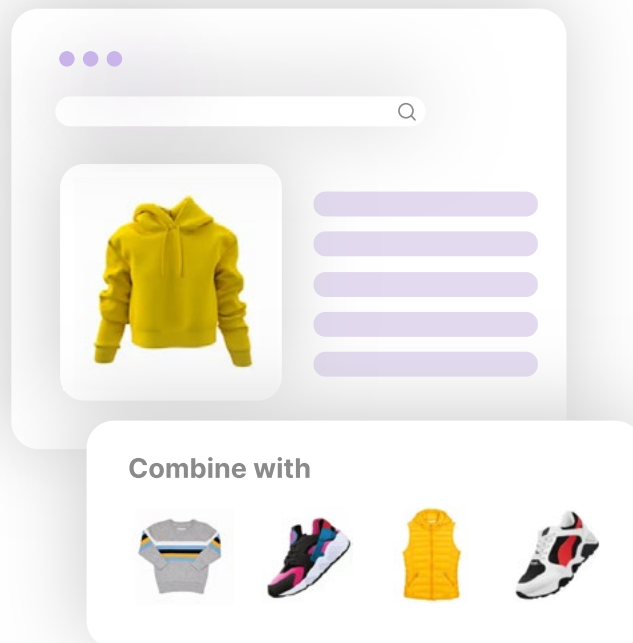


Recommendations

Increase shopping cart sizes

Personalized, automated, context based: our Recommendations module quickly learns what makes your customers tick. This AI-powered tool analyzes clicks, shopping carts, past purchases, as well as data on combined sales to generate recommendation logic, which it adjusts in real time to each individual customer. The results are truly relevant, helpful and intelligent recommendations customers love.

Recommendations can use single or multiple products, for example the complete content of the shopping cart, to determine quality suggestions. So, if a customer has a shirt and tie in their cart, FactFinder displays items that match them both such as a jacket. You can also base recommendations on a complex set of rules. This is useful in verticals like pharmacy where FactFinder, using your guidelines, can recommend only products that do not have any negative interactions with items (such as medications) already selected. Recommendations can be displayed across multiple touchpoints including your homepage, product detail pages, pop-ups when adding a product to the cart, newsletters and more.





Geo

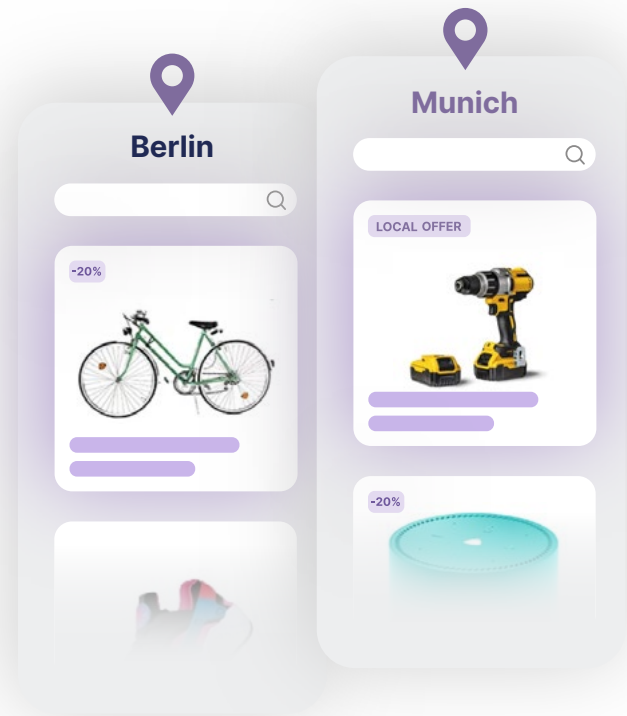
Bridge the gap between online and physical

The geographical location of online visitors is valuable data for improving conversion as it allows you to display more personalized, location-based content across your site. As consumers' shopping behavior becomes more digitalized, demand for local market information will continue, whether it's finding the nearest store, which items are in stock, shipping times or click and collect. Geo is one module with numerous use cases to create synergy between your online shop and stationary stores.

Geo is perfect for businesses who want to digitally map products from different branches, a means to segment and market your customer base more effectively and a tool to improve your bottom line.

Advantages:

- ✓ Display products from a selected store or specific radius
- ✓ Rank products higher based on their distance to the customer
- ✓ Allow shoppers to filter by products available in their local store
- ✓ Show store-specific prices to highlight special local offers



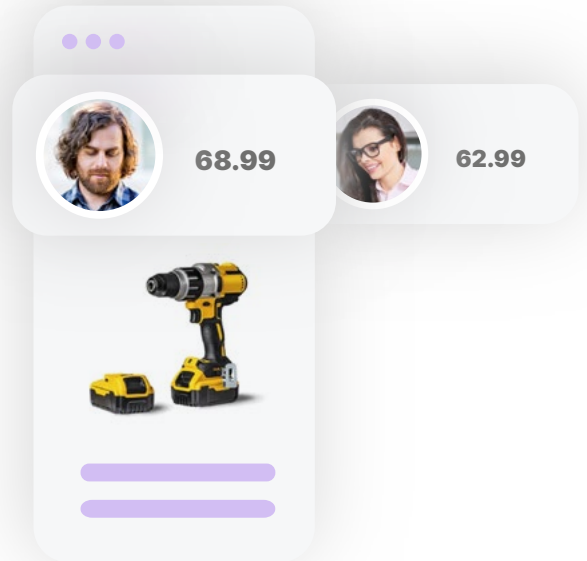


Customer-Specific Pricing

Price and content adjusted to the buyer

Businesses with dynamic pricing strategies often face the challenge of transforming historically built agreements into digital offerings. This generally means that prices cannot be displayed live and are only shown on the product detail page through a callback to a third-party such as an ERP or PIM. This costs both time and money and has a negative effect on the customer journey.

The Customer-Specific Pricing module enables you to display individualized purchase-relevant information to the buyer directly in the search, navigation and filters. Easily implement complex pricing tiers, add special discounts to loyal customers, display personalized text for each product and even limit visibility of your product range for certain visitors. Thanks to our fast indexing times, you can make inventory and price changes in real time, meaning you are able to deliver the right price at the right time for every customer.





Predictive Basket

2.3 more products per cart, 3x faster

Today's online stores are designed to inspire spontaneous purchases. However, in industries such as grocery, pharmacy and B2B, customers usually know exactly what they're going to buy. We've developed an AI technology for precisely this use case that makes the online shopping more convenient and the ordering process 66% faster.

The Predictive Basket can accurately predict which products are most likely to be purchased again from a customer's second visit. Before a customer runs out of certain products – and before they can buy them

elsewhere – the Predictive Basket reminds them to reorder. These predictive suggestions can be shown on the home page, in the checkout, or on a separate screen. Then, any product a customer wants to order again can simply be added to the shopping cart. All without having to search for anything or forgetting something important.



*For us as a wholesaler, it's very important to provide our customers with perfect IT services. A very important tool is the Predictive Basket which we've been using for some time now to optimize the shopping experience for our customers and to **increase the average purchase value**. Another advantage is that customers can avoid having to reorder forgotten items which would cost support resources from the shop, and time and energy from the customer. This is a big benefit that **increases customer loyalty**, especially with repeat customers.*



Predictive Basket

Benefits of artificial intelligence



66% faster shopping

and more repeat purchases



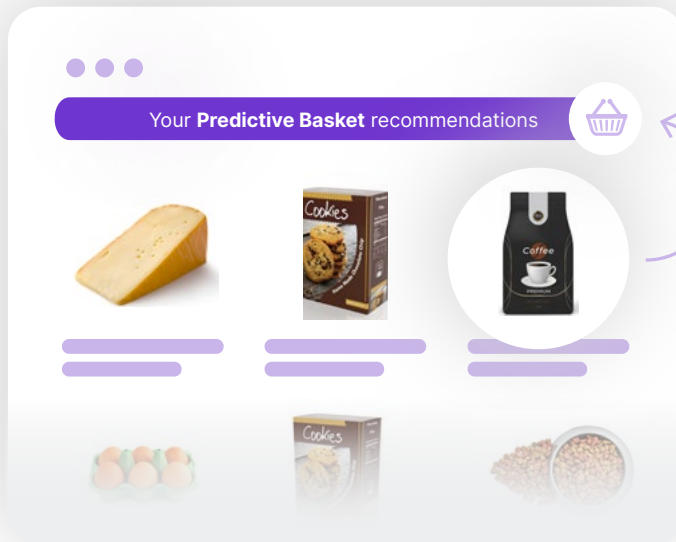
Grow your AOV

with 2.3 more products added to cart on average



Customer lifetime value

increases thanks to targeted, relevant suggestions



The Predictive Basket is the only solution of its kind on the market, built from our own proprietary algorithms and harnessing the power of machine learning.

Your success in trusted hands

Our goal is your success, which is why we provide a variety of additional services to maximize the stability and performance of your conversion engine. Our services have been thoughtfully developed to assist you every step of the way, from discovery, to use, optimizations and troubleshooting. Ultimately, freeing up more time and resources for you to focus on your core business.

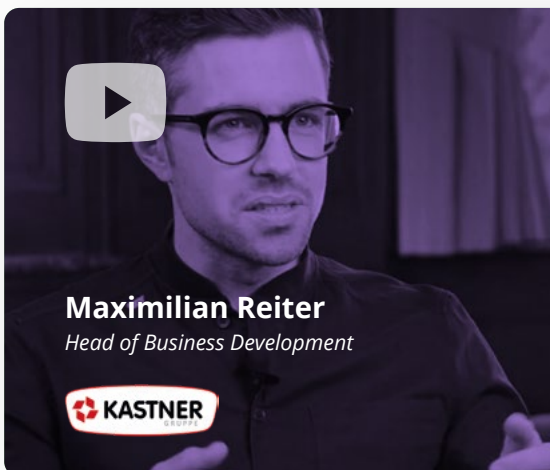
We work hard to continuously improve our services, acting on the feedback and experiences of our customers, in order to offer an effortless and frictionless experience. You can rely on us, our team of qualified specialists and the experience we've secured in our 20+ years.



Software as a Service



Consulting Services



// *What I particularly appreciate about working with FactFinder, is that when I call, someone answers who knows who I am, who knows who our company is, who knows our case and **personally helps me**. And when the going gets tough, there is someone who takes care of it and who makes it their purpose in life for that day to help us.*



World-class infrastructure and hosting operations

Designed for around-the-clock conversion

The operation of our technology is highly complex and requires expertise on the entire spectrum of hosting. Therefore, this can only be done by qualified specialists. We have developed and expanded this competence over more than 20 years. As part of our cloud service, we take care of everything you need to operate and update your conversion engine – from hardware sizing and installation to updates and monitoring. This saves you considerable resources in-house and maximizes reliability, giving you all the benefits of FactFinder without needing server capacity or building an in-house team with the necessary expertise.

Our license model gives you planning security through fixed monthly costs. FactFinder takes over all investments related to IT infrastructure, IT security,

software operation, data backup and maintenance. As a tenant, you only need to ensure that your shop has access to our web service. Then you can access the user interface of FactFinder wherever you have internet access.

Our technical infrastructure meets the highest standards of availability and data protection. It consists of best-of-breed components from Dell, VMware and NTT. With the NTT Frankfurt 1 Data Center, we operate our servers at a location that has been selected taking into account comprehensive security aspects. Google, Microsoft and IBM also host there. As experienced specialists, we perform all work related to FactFinder ourselves. If you wish, we can host your FactFinder in almost any country in the world.

Our server location is certified according to:



ISO 50001:

Energy Management Standard



ISO 9001:

Quality Management Standard



ISO 27001:

IT Security Standard

Technical support and service from the experts

Fast, personal, direct

With FactFinder, you not only benefit from the world's leading conversion intelligence platform for site search, navigation and merchandising but, you can also be sure that you have a contact person for each of your concerns who will personally advise you. Whether it's a matter of configuration adjustments or technical questions, the Service Desk is ready to assist you.

When you contact our Service Desk, you are not passed on to an anonymous call center, nor do you have to use help portals and forums as is often the case for open-source products. Instead, you reach a team of in-house

experts that are ready and willing to listen to your issue and can provide a swift solution. Our goal is to make it as easy as possible for you to gain the maximum advantages from FactFinder in your business.

The Service Desk also operates the Customer Portal, the central interface for all FactFinder services and resources. Users can quickly create, view and respond to tickets with one click, stay in the loop of current projects and server availability, as well as access video tutorials, technical documentation and release notes.

How the Service Desk supports you:



24/7 support

for technical queries and disruptions



Technical consultation

regarding the implementation of new modules

SLAs and support levels

The right solution for every need

The FactFinder Cloud solution is available in two different packages. This allows it to be tailored to the size and data output of your shop. In addition to the respective availability, the SaaS levels also increase the

scalability of your conversion engine, whether your shop has rapid growth leaps or whether you only expect traffic peaks on certain days.

Essential	Enterprise
Hosting	Hosting
SLA 99.5%	SLA 99.9%
Support	Support
Availability 8:00 to 18:00 CET	Availability 24/7
Priority Standard	Priority High

Actionable optimizations from your personal consultant



You know your goals, we know the way

Whether it's simple search optimizations, assistance with individual challenges or a personal consultant who systematically optimizes your conversion rate, we have the right consulting solution for you. To get the most out of your online business, we offer a wide range of consulting services including various analyses, such as data feed or search behavior analysis, training and workshops, as well as advice and support for the small and large challenges of everyday business life.

Our consulting was created for online merchants who want to get the maximum sales and conversion out of their stores with the least amount of time and personnel. As a store operator, you retain full flexibility

in your decisions at all times. Whether your customers' wishes and search preferences change, whether you adapt your assortment to current trends, whether you plan seasonal promotions or set up new sales processes - our experts accompany you continuously.

Training from the market leader

Our team of FactFinder consultants bring both the know-how and guidance to align your business for maximum sales growth. Consultants oversee all topics relating to strategic consulting and search optimization. In our expert training sessions, we teach you how to work successfully and efficiently with FactFinder. Trainings extend from the initial onboarding to recurring optimization sessions.

A trusted advisor to the world's leading retailers



“ Optimizing three of our online shops in a two-day eCommerce consulting workshop was an ambitious goal. The results speak for themselves, however, because we **increased the search conversion rate by 42%** in all three channels. The workshop's ROI was therefore achieved within hours.

These and many other companies benefit from our expertise:



MYTHERESA



Compatible with any shop system or in-house development



Whether it's an in-house development or a ready-made standard solution, FactFinder can be integrated into any shop. With an API-based approach, any development language has the possibility to make queries to FactFinder, returning all the results you need to display to your customers. The logic behind which results are shown and how, can be easily managed from our simple and intuitive management user interface. From consulting and implementation to after-sales support, our FactFinder team is at your side every step of our collaboration.



A great advantage of FactFinder is that it interacts with our store without interfering with the architecture of our website. The store communicates with the search but the design of the pages remains with us.



Benjamin Vinke

Marketing Manager

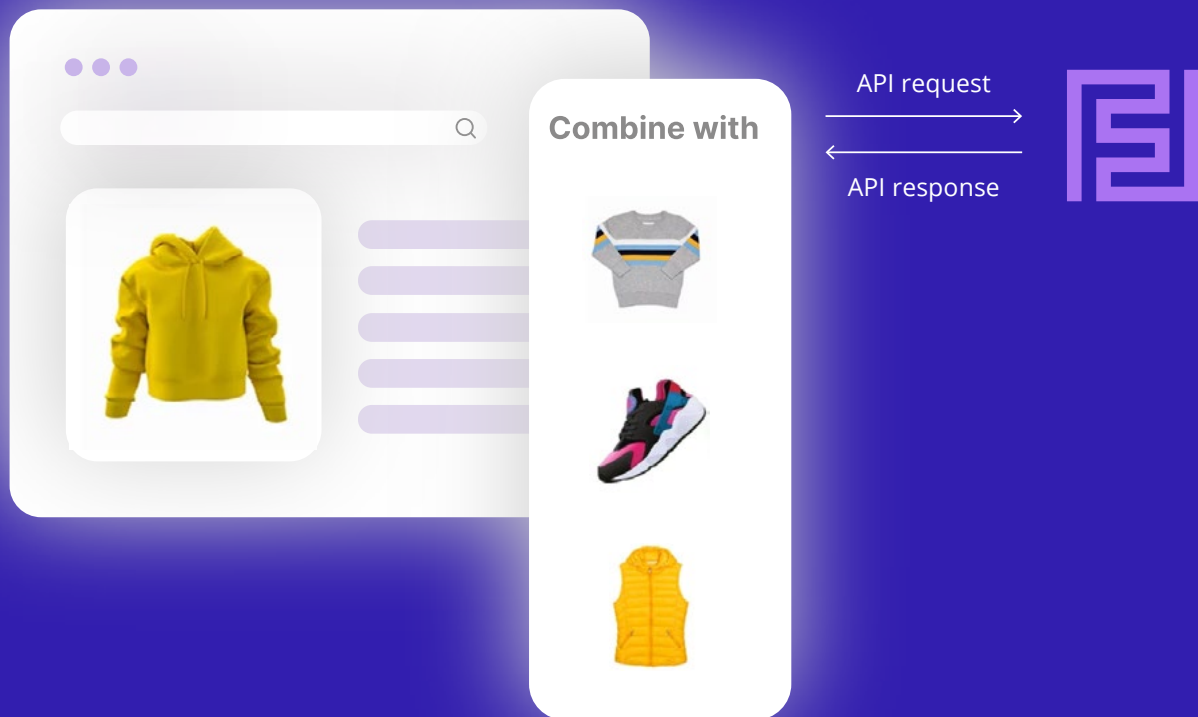


Integration that adapts to you

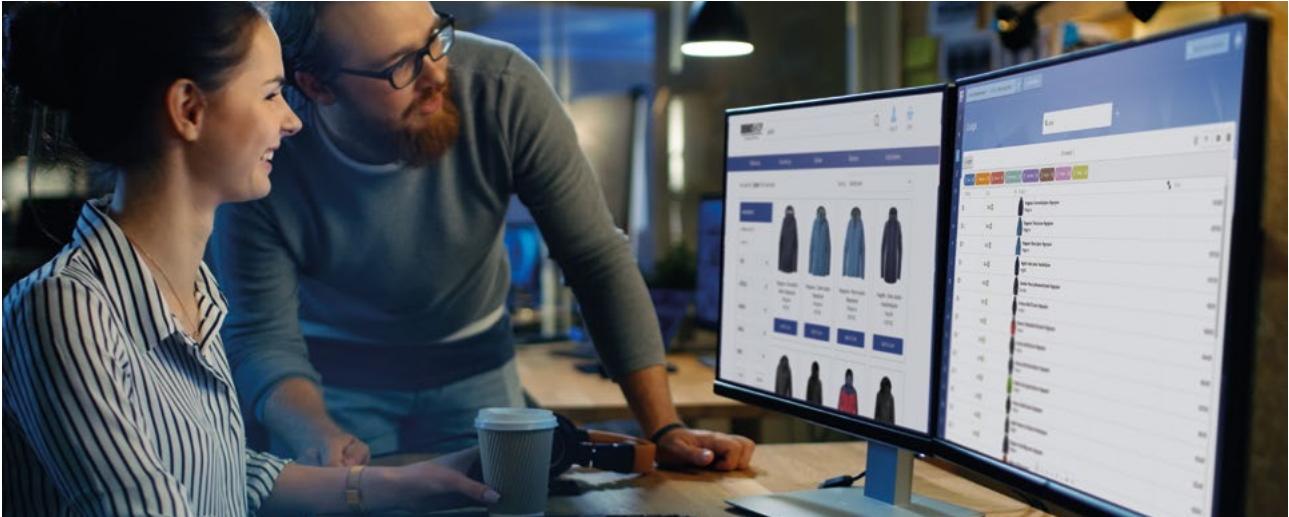
Scalability, flexibility, independence

Direct integration via the REST API offers you the greatest possible flexibility. Whether you have a PWA, traditional or headless eCommerce store, or a mobile app; no matter the environment, each development language can send queries or data to FactFinder. Using REST API allows the design of the search results page to be created by the shop and FactFinder does not

stipulate any of the look and feel of the results returned. In this way, the design is centrally managed within the eCommerce store and does not need to be monitored or corrected at multiple locations.



UI designed for real use cases by real users



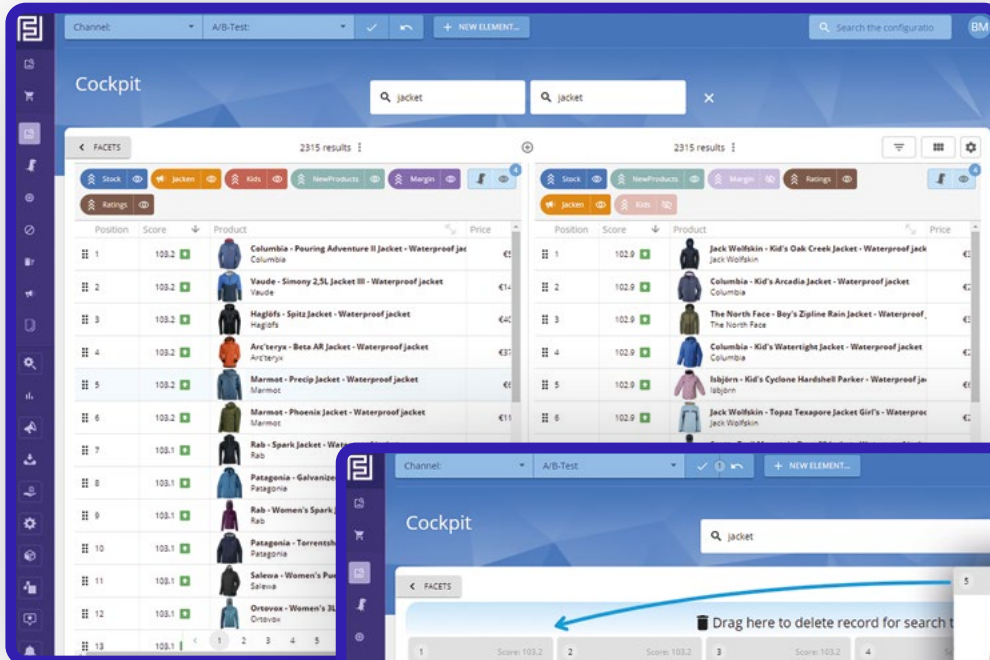
A user interface equipped with countless tools to optimize the customer journey that's also incredibly easy to use may sound contradictory, but it was our aspiration. That is why we took it upon ourselves to interview users in order to learn how they really interact with our backend. The result was a reimagined, made-from-scratch, intuitive UI that offers more efficient interactions with fewer clicks.

The backend serves as your control center for all FactFinder functions and workflows. The dashboard, which you can build as you like, provides a quick and helpful overview of search, campaigns and KPIs. The search diagnosis has all the tools you need for optimizations: view and understand how positioning is

decided, directly change the visibility of certain products, compare search settings side by side, or pin products at the drop via drag and drop. We even integrated what we call 'Sanity Checks' to help users avoid mistakes and save time and resources. For example, if you want to save a new Thesaurus entry for a term but it already exists, FactFinder will inform you.

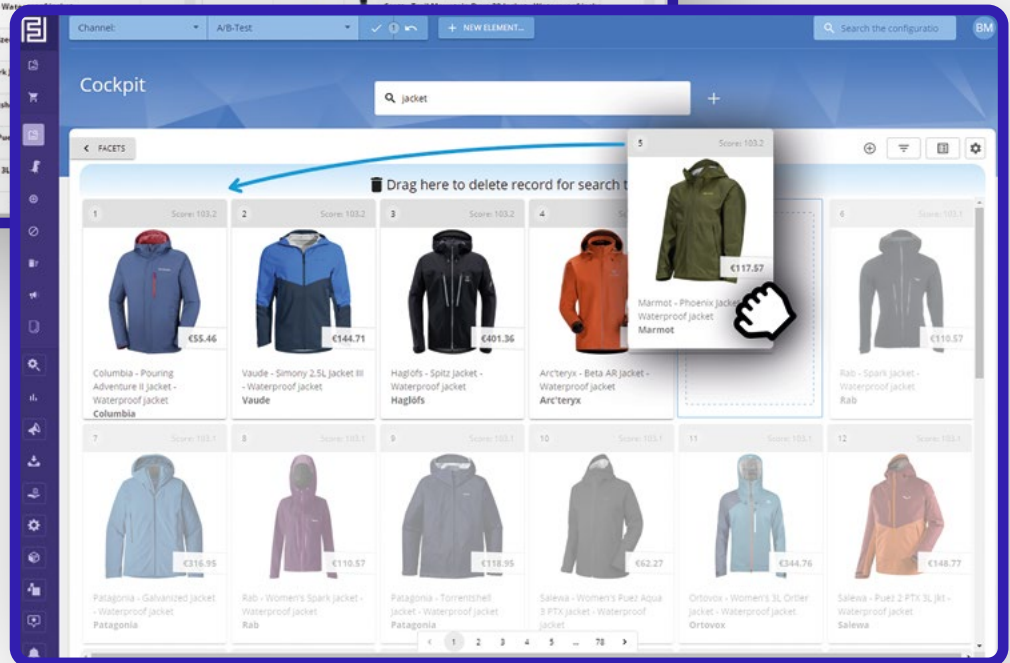
Our UI makes scaling and managing multiple shops practical thanks to the multi-level rights system. Business users can easily roll out settings across other shops and define at a granular level which users and groups are allowed to manage which channels and functions.

Powerful doesn't have to be complicated



Ranking live comparison

Get immediate feedback on settings changes through side-by-side comparisons.



Drag and drop
Pin Product campaigns are the fastest way to organize a product's position by 'pinning' it.

What our customers say

// With the switch to Next Generation, our search **conversion rate increased by 10%** and our average shopping cart value increased by 13%. In fact, we hadn't optimized anything in the search configuration at the time of the A/B test.



Fabian Futterer
Technical Shop Manager



// The ability to support APIs for live, real-time updates is also a great addition. The installation of Next Generation was very fast and **exceeded our business requirements** for search and merchandising capabilities.



Egil Grønn
System Manager for eCommerce



// The functions that Next Generation offers were **the problem solvers we were in need of.** I'm happy every time I log into FactFinder and haven't heard from our category management team for six months and there are again 50 thesaurus entries. These are things that make our lives easier and save resources in development.



Achim Schneider
eCommerce Manager



// By switching to Next Generation our **conversion rate increased by almost 10%** and as a result, we were able to increase our revenue. We are especially happy about the higher customer satisfaction since the go-live. Our customers immediately noticed that we optimized something about the search.



Patricia Zwack
Onsite Search Expert



2,000+ online shops grow and excel with FactFinder





Contact us

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www.fact-finder.com

Our eCommerce experts can offer
support in multiple languages.

